



INSIGHT

HAPPENS HERE

How to Make Your Program Shine:

Communicating the Value and Impact of Certification

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#atpconf

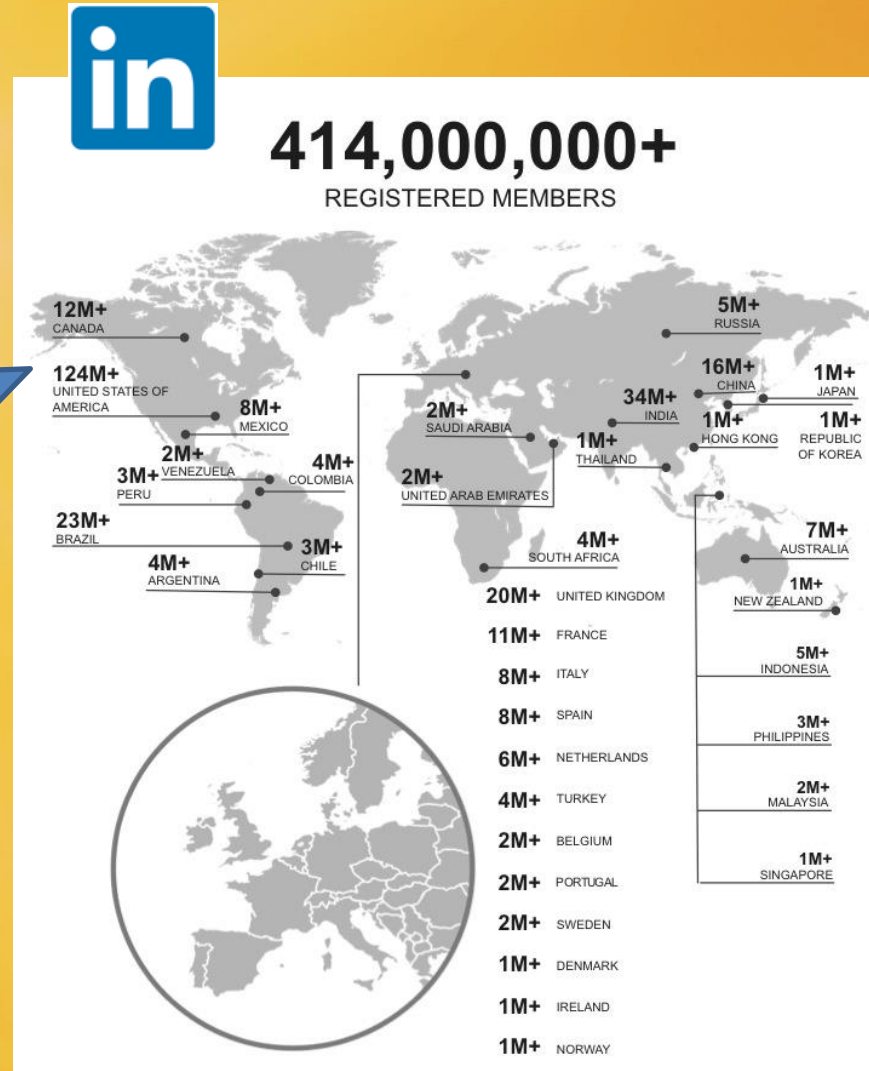
Overview



LinkedIn Membership

**136 Million+
LinkedIn Users in
North America**

Source: [LinkedIn Newsroom, About Us, March 4, 2016](#)



The Certification Program Lifecycle



Launching Your Certification Program

Use LinkedIn for quick, low-cost launches

■ Company Blog:

- For launch announcements and links to blogs, webinars, microsites

■ LinkedIn Post:

- Publish a “Post” article
- Ask your CEO to “share” the post

■ Add to Profile: (Demo)

- For Digital Badges (Demo)

■ Certification Private Group:

- A perk for certified individuals

Certification Company Launch Blog Example

Introducing LinkedIn's First Recruiter Certification Program



Roli Saxena · October 4, 2013

2,191



119



25




20



We love building products and services that help recruiters like you easily find, engage and hire the best and brightest. But the value you get from our recruiting solutions depends heavily on how well you know them. That's why I'm excited to announce the launch of our first certification program: **LinkedIn Certified Professional—Recruiter**.

It's designed to help you showcase your **LinkedIn Recruiter** skills – like identifying and engaging passive and active candidates, strengthening your talent brand, building a pipeline of talent and

Add to Profile Demo



Add to Profile

Make it easy for professionals to showcase your certifications — and you'll benefit from viral distribution of your brand across LinkedIn.

Growing Your Program's Reach and Engagement

Use LinkedIn to Maintain a Steady Drum Beat

■ Showcase Page:

- For ongoing updates, shares, announcements

■ Certification Private Group:

- Moderation and Publishing Schedule

■ Published Articles:

- For regular SME/ Evangelist posts

Certification Showcase Page Example

Microsoft

Light IT up.

Microsoft Training & Certification

16,056 followers

Your trusted source for all things related to Microsoft training & certification. We're here to help you master Microsoft technologies, learn critical new skills, and upgrade your career.

Website
<http://www.microsoft.com/learn...>

Industry
Information Technology and Services

Followers in your network

Featured groups

Microsoft Learning
13,161 members
Member

Featured discussion in Microsoft Learning

Veronica Sopher **New MCSE: Enterprise Devices and Apps**

There's a new MCSE certification for those focusing on Windows and working in a BYOD enterprise. It's called MCSE: Enterprise Devices and... [See more](#)

Like (8) · Comment · Share · 5 hours ago

Erick Rojas, James Bell +6

Certification Group Example

LinkedIn Certified Professional—Recruiter 2,297 members [Member](#)

[Discussions](#) [Promotions](#) [Jobs](#) [About](#) [Search](#)

Start a discussion with your group

Enter a discussion title

Sort by: **Recent**

Colleen Pacanowski Program Manager | Talent Acquisition P... [Manager's Choice](#)

Recertification Update

Hello Certified recruiters! The process for recertification has been determined. In order to keep your certification valid and be able to display it on places like your LinkedIn profile, you'll need to pass the current exam. You can register for the recertification exam at a discounted price of US \$149 (link to registration is here in this post).

As the #1 Certification for recruiters on LinkedIn.com, the LinkedIn Certified Professional - Recruiter exam is updated regularly to reflect the latest features and functions of LinkedIn Recruiter. Passing a current exam shows you're invested in keeping your skills up to date.

You will all receive an email in the next week with additional detail and follow up information if you have any questions.

Thanks! [less](#)

Changes for messaging group members

We've updated the rules for messaging the Out of Network members in your Groups to prevent abuse. To read more about how we've improved Groups, visit our [Help Center](#).

Your group contribution level

Start by commenting in a discussion. Group participants get 4x the number of profile views.

[Getting Started](#)

LinkedIn Talent Solutions

We helped hire **643** people today

Certification drum beat example



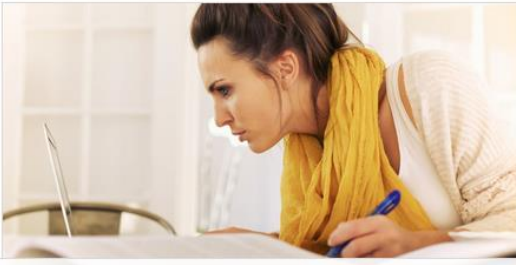
The LinkedIn Recruiter Certification Exam is Now Available Online

Colleen Pacanowski

April 15, 2015

In the fall of 2013, we launched the LinkedIn Certification Professional – Recruiter program, the only official LinkedIn certification. Since then, thousands of talent acquisition professionals have passed the exam demonstrating their expertise in using LinkedIn Recruiter. Today, we are excited to launch Online Proctoring – a convenient test taking option that makes it easy for our customers to take the exam from anywhere using their computer. To date, recruiters could only take...

Topics: [Product Updates](#)



Showcase Your LinkedIn Recruiter Skills with Our Certification Program

Colleen Pacanowski

July 21, 2014

With millions of talent acquisition professionals in the world, how do you stand apart? In October 2013, LinkedIn launched the LinkedIn Professional Recruiter Certification program, enabling LinkedIn Recruiter pros to do just that. The LinkedIn Certified Professional—Recruiter certification exam validates your skills in identifying and engaging talent effectively, building a pipeline of talent, and posting jobs using LinkedIn Recruiter. To date, more than 1,800 talent acquisition...



Use the Learning Center to Master Recruiting on LinkedIn

Sankar Venkatraman

June 2, 2015

Recently, we studied recruiters to find what traits the best ones share. One of our findings? The best recruiters really, really know LinkedIn. Top recruiters...

Use a Data Driven Approach

Use A/B Testing for Refining Communications

- Control group:
 - Receives no communication
- Experimental Group A:
 - Receives message A communication
- Experimental Group B:
 - Receives message B communication

Optimize approach for the largest “click rate.”

A/B Testing Example

Become a Pro
with Softco
Certification

Open Rate: 20%
Click Rate: 5%
Certification Rate: 1%

Showcase
Your Skills with
Softco
Certification

Open Rate: 30%
Click Rate: 15%
Certification Rate: 5%

Showing the Value of Your Certification Program

Use data to show impact

- System integration:
 - For correlating certification completion with customer success metrics such as engagement and retention
- Add To Profile rank:
 - For tracking certification badge display metrics
 - Only available for top 1000 certifications on LinkedIn
- Jobs Advanced Search results:
 - To track certification mentions in job descriptions
- Certification Group Analytics:
 - To measure online community health

5 things to do with Social Media and Communications:

- Launch quickly at low/no cost. (Slide 5)
- Maintain a steady drum beat. (Slide 8)
- Refine your communications. (Slide 12)
- Use data to show impact. (Slide 14)

**We're happy to
answer you
questions.
Feel free to
contact us.**



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